

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Bhavesh Mehta, et al.

Serial No.: 10/648,599

Filed on: August 25, 2003



Confirmation No.: 4272

Group Art Unit No.: 3622

Examiner: J. Young

For: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT ASSOCIATED
WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an Amendment in the above identified application.

☒ No additional fee is required.
☒ Also attached: Postcard.

The fee has been calculated as shown below:

| | NO. OF CLAIMS | HIGHEST PREVIOUSLY PAID FOR | EXTRA CLAIMS | RATE | FEE |
|---------------------------------|------------------|-----------------------------------|-----------------|-----------|--------|
| Total Claims | 20 | 20 | 0 | \$18.00 = | \$0.00 |
| Independent Claims | 1 | 3 | 0 | \$86.00 = | \$0.00 |
| Multiple claims newly presented | | | | | \$0.00 |
| Fee for extension of time | | | | | \$0.00 |
| TOTAL FEE DUE | | | | | \$0.00 |

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 50-1302, including any filing fees under 37 CFR 1.16 for presentation of extra claims and any patent application processing fees under 37 CFR 1.17.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

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Date: August 10, 2004
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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450

on August 10, 2004

by

Darci Sakamoto

AMENDMENT UNDER 37 C.F.R. § 1.111

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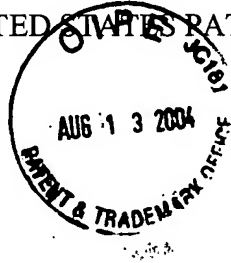
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AMENDMENT AND RESPONSE

Sir:

This is in response to the Office Action mailed July 19, 2004 (Part of Paper No./Mail Date 20040712), the shortened statutory period for which runs until October 19, 2004. Please revise the subject application as indicated below.

Amendments to the Abstract begin on page 2 of this paper.

Remarks/Arguments begin on page 3 of this paper.